



## RETURN ON INVESTMENT OF PUBLIC LIBRARY SERVICES TO UTAH'S ECONOMY

The economic return to taxpayers' investment in public libraries is \$7.35 per public tax dollar expended. The ROI was calculated by dividing the total economic value of public libraries minus the total direct benefit (\$706,854,261 - \$84,617,790 = \$622,236,471) by the public tax support (\$84,617,790) for all public libraries in Utah. This return per dollar of taxpayer funds comes back to taxpayers in the form of the value of public library services and the direct economic contribution of public libraries to the State economy. In addition to the direct benefits to the State economy, there are numerous other economic benefits that are valuable, but data was not available in this pilot study. A more thorough research project to collect that data is planned for 2009. The contributions of public libraries to overall literacy, to helping people with special needs, to supporting the efforts of Pre & K-12 schools, to providing community gathering space, and to supplying information needs to individuals and businesses, are additional contributions to the State economy with benefits difficult to measure, yet unquestionably irreplaceable. View the completed "pilot" study results at the USL website: [http://library.utah.gov/documents/library\\_value/economic\\_impact\\_utah\\_libraries.pdf](http://library.utah.gov/documents/library_value/economic_impact_utah_libraries.pdf)

### Estimated Return on Investment of Utah Public Library Services

Total Economic Value of Public Libraries <sup>†</sup>	\$ 706,854,261
Total Direct Benefit (Cost)	\$ 84,617,790
Utah Population Served by Public Libraries*	2,570,830
<b>Dollar Return per Dollar of Public Tax Support</b>	<b>\$ 7.35</b>

Calculation of Return on Investment for public libraries is a relatively new approach to determining the value of public library services to a state/region/community. A comparison of ROI data from other states that have conducted similar studies are listed below.

### State Comparisons

State	ROI
SW Ohio (2006)	\$ 3.81
Wisconsin (2007)	\$ 4.06
South Carolina (2005)	\$ 4.48
Denver Public Library (2006)	\$ 4.96
Pennsylvania (2006)	\$ 5.50
Florida (2005)	\$ 6.54
Vermont (2006)	\$ 7.26
Utah (2008)	\$ 7.35

\* Utah State Library Division (2007). *2007 Statistical Annual Report of Public Library Services in Utah*.

† Decker, S. (2009). *2008 Public Survey of Economic Benefits of Utah Libraries*. Cedar City Public Library, Cedar City, Utah, funded through a Utah State Library Grant.

(For more information, contact Dr. Steve Matthews, Utah State Library, at [smatthews@utah.gov](mailto:smatthews@utah.gov) or 801-715-6722.)